	Bureau of Environmental Health Services Manufactured Food Program	Page 1 of 3
	Industry and Community Relations Policy	Effective Date: 06/10/2013
	Approved By: <u>Russell Lilly</u> Manufactured Food Program Manager	Date: <u>6-3-13</u>
	Approved By: <u>[Signature]</u> Bureau Chief	Date: <u>06/07/12</u>

I. Purpose

The purpose of this policy is to describe the elements of industry and community outreach activities developed and accomplished by the Manufactured Foods Program.

II. Overview

The Manufactured Food Program participates in activities that foster communication and information exchange among the regulators, industry, academia, and consumer representatives. It also coordinates or participates in outreach activities that provide educational information on food safety and defense issues. Outreach activities are documented on the attached Worksheet and tracked in the Manufactured Foods Database.

III. Program Elements


The Manufactured Foods Program interacts with industry and consumers by sponsoring or actively participating in meetings such as task forces, advisory boards, or advisory committees. The attached worksheet is completed for each outreach activity and tracked in the Manufactured Foods Database.

Outreach efforts are tailored to a target population and may include dissemination of information. Topics at outreach efforts may include food defense, investigation strategies, and regulatory requirements. Representatives from affected food industries, consumers, academia, and other Federal, State, and local food protection agencies are invited to these meetings.

The Manufactured Food Program also provides an interactive website for industry and consumers. The web traffic on this site is analyzed quarterly and maintained in the Industry and Community Relations Folder on the O:/ Drive.

IV. Outcome

The Manufactured Foods Program uses outreach activities to inform varied populations about food-related issues. In our interaction with the regulated industry, other food safety agencies, academia and others we gain information that may help us improve the manufactured food program.

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V. Documentation

The Manufactured Foods Program maintains the records listed here.

- Self-assessment worksheet for each outreach activity
- Meeting summaries, agendas, or other records documenting interaction with food industries and consumers.

This worksheet is completed by the State program outreach activities. Attach verifying documents such as agendas and meeting summaries and program evaluations to this form.

a. Type of outreach activity (circle one)

b. Subject or name of outreach activity:

c. Date of outreach activity: _____

Program Elements	Yes/No	If no, please explain
a. The purpose and objectives were clearly defined		
b. The context of the training activity was consistent with the objectives		
c. The activity was tailored to a target population. Identify target population:		
d. An evaluation was completed by attendees		
e. State program addressed comments from attendees in the Section III of the form		

Discuss what went well, what could be done better, and what more could be done to improve the outreach activity.

Assessment completed by:

(DATE)